

City of Fort Pierce Commission
Update for Q3

August 11, 2025



MISSION

To preserve, promote and build on historic and natural treasures of our downtown waterfront community.

VISION

Downtown Fort Pierce, the heart of St. Lucie County, will have an inviting atmosphere, highlighted by historic architecture, unique natural assets and will enhance the civic, cultural and economic viability of the entire community – retail, service, academic, government and industry.

MSFP Partnerships in Q3

- Fort Pierce Yacht Club provides support and partnership in Coffee with the Mayor and financial support for Stars Over St. Lucie. Fort Pierce Jazz Society plays at CWM and MSFP's Annual Meeting
- FPUA provides site location and live-streaming of Fireworks on 4th of July.
- New partnership with UF/IFAS Extension and Garden Club for upcoming beautification project with the support of FPRA.
- Continued collaboration with Downtown Business Alliance
- Fort Pierce Sunrise Kiwanis and FPPD serve as MSFP's primary partners in year-round planning efforts for Sights & Sounds on Second.



Volunteers

Volunteer hours for Q3 are **1,417** hours. Per Florida Main Street multiplier value of 31.61, the total volunteer value to the community for this reporting period is **\$44,791.37**





Main Street Focus
122 AE Becken Ave.
Fort Pierce, FL 34950



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Community Engagement & Ongoing Programs

The "**Main Street Focus**" newspaper has chronicled downtown revitalization efforts since 2005 and promoted businesses, producing over 240 issues, each 32 pages, and engaging readers online and offline.

Annual circulation of the Focus is over **50,000**

A Vision for the Future: The Transformation of Marina Square

In November 2022, Fort Pierce took an important step toward revitalizing its heart—the downtown area—by officially accepting the **Downtown Master Plan**. This visionary blueprint was designed to unlock the full potential of Fort Pierce's greatest assets, with a focus on connecting people, places, and experiences in a way that celebrates the city's history, beauty, and future.

One of the most exciting parts of the plan is Phase 1, which focuses on the transformation of Marina Square into a vibrant public space—*Marina Park*. The goal? To create a park that is flexible, adaptable, and welcoming, offering spaces for a wide variety of community events, gatherings, and recreational activities. Whether it's hosting a summer concert, a farmers market, or a place for families to relax, the park will be designed to accommodate the community's needs and aspirations.



The design process is driven by the power of community engagement. The city is eager to hear from everyone—residents, business owners, and visitors—about what they envision for Marina Park. The idea is not just to create a park, but to build a space that reflects the desires of those who will use it most. Flexible green spaces, areas for social events, and an inviting waterfront will all be a part of the transformation.

As plans for *Marina Park* take shape, the city invites everyone to participate in the process. Your thoughts and ideas are

Fort Pierce Redevelopment Agency Relaunches Commercial Sign Grant Program

The Fort Pierce Redevelopment Agency (FPRA) is excited to announce the relaunch of the Commercial Sign Allowance Program, an initiative designed to encourage and improve the overall appearance of the downtown area. This program offers the opportunity to engage, enhance, and beautify storefronts with fresh, eye-catching design. Signage not only enhances the appearance but also helps businesses stand out, helping to attract new customers and visitors. The FPRA is offering a grant of up to \$5,000 per business within the FPRA District to be used to offset costs associated with new signage or to replace old signs with more modern, attractive alternatives. Applications for the program are being accepted on a first-come, first-served basis, and funds will be allocated until all available monies are distributed.

For an application and a complete list of eligibility requirements, please visit: <https://www.fortpiercedevelopment.com/FPRA-Initiatives-Program>.

For more information about the FPRA Commercial Sign Program, please call 772-467-2706 or email sign@cityoffortpierce.com.

Community Day Event at Rotary Park

The City of Fort Pierce Public Works Department is excited to invite the Fort Pierce community to the upcoming **Community Day Event at Rotary Park** located at 1901 S. 15th Street in Fort Pierce, on Saturday, May 17, 2025, from 9:00 a.m. to 2:00 p.m.

Whether you are a long-time resident or a newcomer, this event promises a day filled with enjoyment, delicious food, and valuable interactions with various city departments.

The **Community Day Event** aims to foster community spirit while providing valuable information about city services and initiatives. Highlights include:

- Tree Greening** — Residents can receive a free tree to enhance their homes and neighborhoods, contributing to a greener and healthier environment.
- Demolition** — Engage with city employees as they showcase various aspects of their work, offering insights into vital services they provide to the community.
- City Services Information** — Learn about the wide services offered by the City of Fort Pierce and the Public Department, empowering residents with knowledge about available resources and assistance.
- Activities for All Ages** — From interactive games to fun activities, there will be something enjoyable for everyone in the family to participate in and enjoy.
- Animal Adoption Center** — Meet adorable pets from Fort Pierce Animal Adoption Center and discover how you can make a positive impact by providing a loving home for a pet in need.

All residents are encouraged to join us for this fun and informative celebration and engagement.

Let's come together, have some fun, and learn what the City of Fort Pierce has to offer. This event is presented by the Public Works Department in collaboration with the Department, Community Relations, and the Fort Pierce Adoption Center.

Call for Artists: New Mural Project in Downtown Fort Pierce



The Fort Pierce Redevelopment Agency (FPRA) is seeking artists to create a new mural for the back exterior of the historic Sunrise Theatre, a cherished landmark in downtown Fort Pierce. The mural will be highly visible from US1, the selected mural will become a significant visual feature that enhances the Theatre and contributes to the energy and charm of downtown Fort Pierce. The mural is seeking a design that is bold, beautiful, and timeless—ultimately celebrating the spirit of the Sunrise Theatre.

This project presents a unique opportunity for artists to contribute to the city's creative landscape and celebrate its rich art history. Artists must submit their proposals by Friday, May 17, 2025. Complete project details and submission instructions are available at: <https://choosefortpierce.com/1056/FPRA-Mural>. For more information, contact the Fort Pierce Redevelopment Agency at (772) 467-3025 or email fpri@cityoffortpierce.com.

City of Fort Pierce Announces Extension of Impact Fee Moratorium for New Residential and Commercial Construction in Redevelopment Area

The City of Fort Pierce is pleased to announce an incentive that will reduce development costs for new residential and commercial construction in the redevelopment area. On November 4, 2024, the Fort Pierce City Commission approved an ordinance suspending the collection of City impact fees to stimulate and encourage new development within the *Urban Infill and Redevelopment Area*. The impact fee moratorium is a significant step toward supporting developers, businesses, and residents within the Fort Pierce redevelopment area. By waiving these fees for one year, the City aims to spur investment, attract new development, and boost economic activity in the targeted area, which has seen limited new construction in recent years.

Recognizing the need for sustainable development and urban revitalization, the City of Fort Pierce has taken proactive steps to encourage growth in the redevelopment area

and makes it more economically viable for developers to invest and revitalize the community. By encouraging redevelopment in these areas, the City can effectively renew aging neighborhoods and stimulate economic growth. Urban infill areas present unique redevelopment opportunities, offering existing infrastructure, access to amenities, and the chance to develop sustainably without expanding into undeveloped lands. Since infrastructure is largely already in place, new construction may not place as much strain on public services as it would in greenfield areas requiring substantial infrastructure investments.

The City of Fort Pierce invites developers, businesses, and residents to explore the benefits of this impact fee moratorium as well as other programs offered by the *Fort Pierce Redevelopment Agency*, such as the *Commercial Façade Grant Program*, *Property Refresh Grants for Paints and Signage*, and the *Infill Lien*

City of Fort Pierce Seeks Applicants for Infrastructure Citizen Oversight Committee

The Fort Pierce City Commission is seeking dedicated individuals to serve on the *Fort Pierce Infrastructure Surtax Citizen Oversight Committee*. As required by the 2018 voter referendum, this committee plays a vital role in ensuring transparency and accountability in the use of Infrastructure Surtax funds.

The *Infrastructure Surtax Citizen Oversight Committee* is responsible for reviewing projects funded by the surtax and issuing reports to the City Commission. This oversight ensures that taxpayer dollars are spent in accordance with voter-approved measures and state laws. The committee operates strictly in an advisory capacity and does not determine or prioritize projects

from the approved list.

To be eligible, applicants must be Fort Pierce residents. Individuals with experience in finance are particularly encouraged to meet quarterly, and participants contribute to the responsible management and improvement of the surtax funds.

The deadline to submit applications is Friday, May 17, 2025. For more information, please contact the City Clerk at (772) 467-2706 or email cityclerk@cityoffortpierce.com.

FOCUS PERFORMANCE in Q3

Q3: April, May, June 2025

9,400 issues printed and distributed

City announcements include:

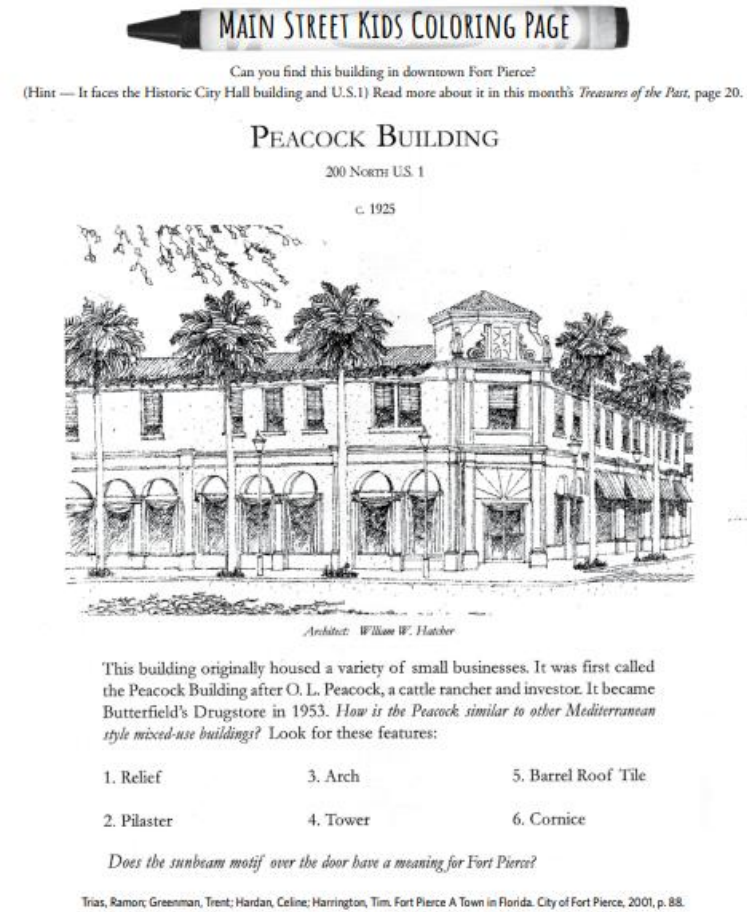
- Infrastructure Surtax Citizen Oversight Committee
- Commercial Façade Grants
- Commercial Sign Grant Program
- Property Refresh Paint Program
- Community Day Event
- Transformation of Marina Square
- Call for Artists for Mural Projects
- Free Community Workshop Series
- Extension of Impact Fee Moratorium
- FPRA Youth Banner Art Showcase
- Fort Pierce Adoption Center Pilot Program

New FOCUS Feature: KIDS COLORING PAGE

In June, coloring pages were added to the Main Street FOCUS

Each issue includes a different historic building, complete with trivia and architectural facts.

Kids can color pages on their own or at Friday Fest, where children's events have been expanded to include more free activities.



Friday Fest supports community & local business

- Held on the first Friday of every month. Dates for Q3 included April 4th, May 2nd, and June 6th
- Hosted team for Downtown Marina Square Community Engagement session on May 2nd
- Family-friendly fun with live music brings 500-1,000 attendees each month
- Launchpad for new small businesses. Currently 30-50 vendors participate
- Food vendor options expanded
- Non-profit/fundraiser group serves drinks each month for tips. For Q3 volunteers included Operation Cat Snip, Fort Pierce Women's Club, and Downtown Businesses.
- Multiple sponsors & partnerships support the event



Coffee with the Mayor

- Since 2001, fostering community dialogue and connections
- Held at the Fort Pierce Yacht Club every month September to May
- For the first time since CWM, Main Street Fort Pierce was the sponsor in April 2025. Sponsor and featured speakers in May 2025 were Treasure Coast Youth Sailing Foundation.
- Monthly in-person attendance ranges from approx. 80 to 100
- Broadcast on Facebook Live to expand access
- Open platform at end of meeting to share any positive local news or announcements





Stars Over St. Lucie



Watch the Fireworks

- Held on 4th of July in Marina Square, a partnership with the City of Fort Pierce.
- FPUA provides site location for fireworks display launch on 4th of July, as well as bringing the giant American Flag on an FPUA bucket truck.
- FPPD & FDSLCL care for the safety and wellbeing of attendees.
- Multiple COFP departments coordinate for setup and cleanup.
- Fireworks are visible to thousands of people and enjoyed by all ages.
- FPUAnet Communications streams fireworks display live, and coordinates with MSFP ahead to share live link and QR code.

Business Development

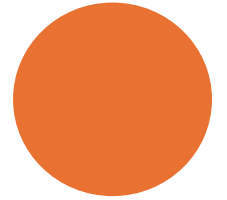
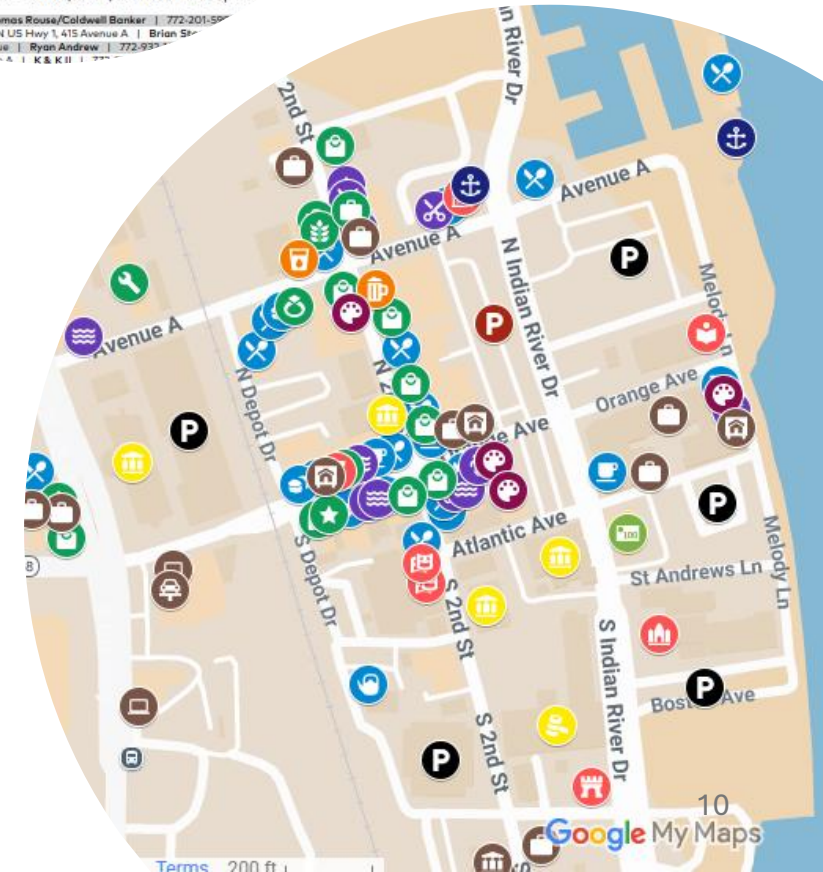
- MSPF began runs a regular article in The Main Street Focus to highlight available commercial property in the Downtown District.
- MSFP maintains a list of vacant and occupied commercial properties
- Met with new and interested businesses groups and individuals
- MSFP created and maintains a digital map of Downtown Fort Pierce and surrounding areas. Includes more than 110 businesses, landmarks, government buildings, activities, entertainment, and free parking locations



If you are looking to open or expand your business,
Downtown Fort Pierce is the place to be!
Exciting projects continue to make the Downtown area even more inviting for
visitors. See listings for available office, retail, and restaurant space.

Orange Avenue | Thomas Rouse/Caldwell Banker | 772-201-5900
301 S 2nd St., 301 N US Hwy 1, 415 Avenue A | Brian St...
Orange Avenue | Ryan Andrew | 772-93...

SCAN ME



Support Downtown Business

- Publish stories on new businesses and downtown business sponsored events including Christmas in July in *Main Street Focus Magazine*
- Provide Small Business trainings through America's Small Business Development Center at IRSC (SBDC)
- Provide printing and distribution of marketing materials, including signage and maps.
- Attract thousands of residents and visitors annually to downtown Fort Pierce for events, dining, entertainment, and shopping.

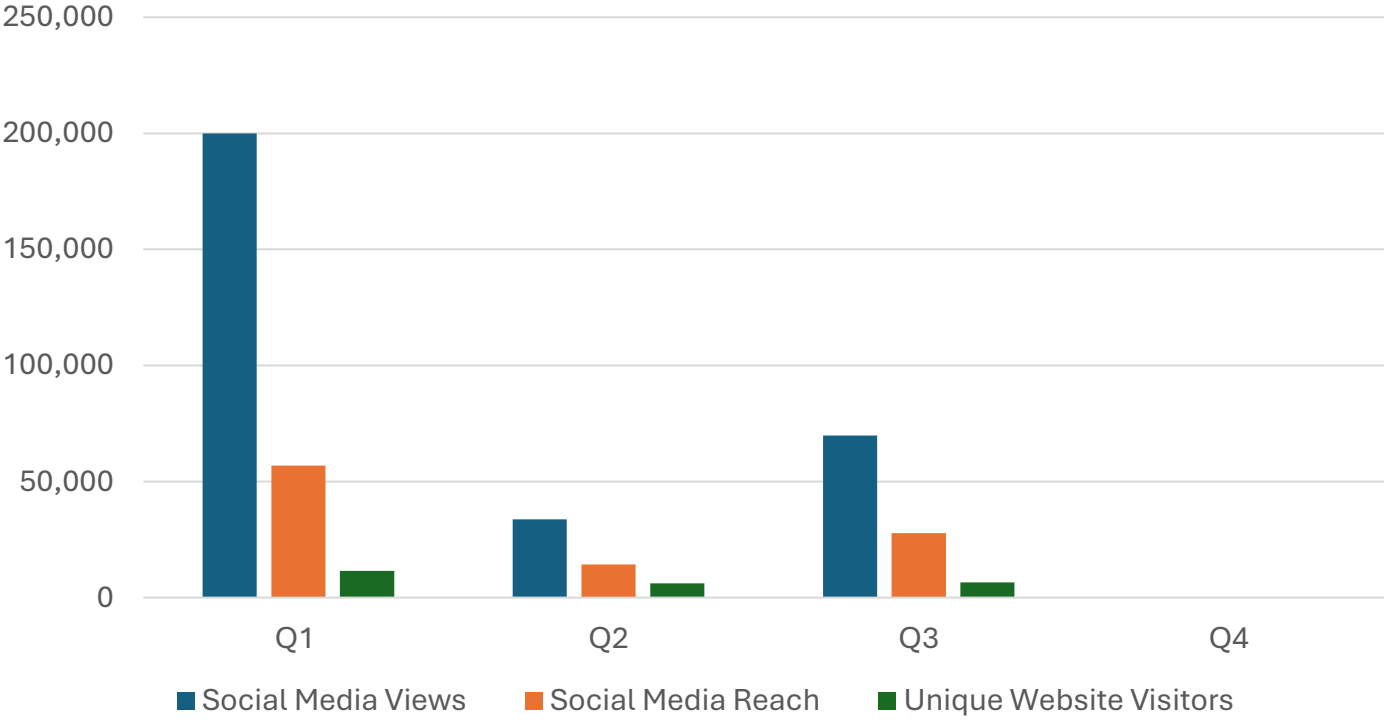


**MAKE A
BIG IMPACT
SHOP SMALL**
SMALL BUSINESS SATURDAY



Social Media & MSFP Web Traffic

FY 24-25 Performance by Quarterly Period



Website Calendar of Events
current through June 2026

Q1 unique visitors: 11,253

Q2 unique visitors: 6,073

Q3 unique visitors: 6,593

Recognition & Accreditation

- MSFP was honored with the National Trust for Historic Preservation's **Great American Main Street Award** (GAMSA) in 2011. GAMSAs are awarded to only 3 programs nationally and the process is extremely competitive.
- In 2014, Downtown Fort Pierce was named one of the **"Most Idyllic and Historic Main Streets in the Nation"** by USA Today.
- Annually, MSFP receives **National Accreditation** from Main Street America and **State Accreditation** from Florida Main Street.



NATIONAL RECOGNITION

USA Today applauded Fort Pierce's downtown in its Aug. 11, 2014, edition in an article headlined, "Idyllic and historic main streets across the USA." Here is the entry that appeared in the newspaper:

Fort Pierce, a Treasure Coast "Old Florida" town, cooled by breezes off the Indian River, won the 2011 Best Main Street designation from the National Trust. Swaying palm trees line the sidewalks, and the atmosphere evokes the early 1900's when the city came into its own. Period Spanish architecture punctuates the downtown area, the star of which is the historic Sunrise Theatre. The Saturday Farmer's Market is a must.



2025 Accreditation
by Main Street
America & Florida
Main Street



MAIN STREET AMERICA

and

Florida Main Street Program

certify that

Main Street Fort Pierce, Inc.

has been recognized as a

2025 Accredited Program

for meeting the standards of performance in 2024

Erin Barnes
President & CEO
Main Street America

Hannah White
Chief Impact Officer
Main Street America

Main Street Fort Pierce (MSFP): A Legacy of Revitalization and Community

- Established in 1988, Main Street Fort Pierce (MSFP) became a State-accredited Main Street Program and has thrived for 37 years.
- It is one of approximately 50 programs in Florida and over 2,000 across the United States. Guided by the principles of Main Street America—Economic Vitality, Design, Organization, and Promotion—MSFP has played a pivotal role in downtown revitalization.
- By collaborating with businesses, property owners, residents, governmental agencies, and community organizations, MSFP fosters pride and growth in Fort Pierce.





Executive Board, 2025-2026

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Michelle Cavalcanti, *Staff*